

## IN THE CLAIMS

What is claimed is:

1. A method comprising:
  - receiving product data for a plurality of products;
  - receiving sales data for each of the products;
  - calculating a sales trend condition for each of the products based on a current time, the sales data for each of the products, and the product data for each of the products;
  - receiving a customer request to view the products; and
  - presenting a web page including a predetermined portion of the product data and a sales trend indicator representing the sales trend condition for each of the products.
2. The method of claim 1 wherein receiving the sales data further comprises:
  - processing a real sales velocity for each of the products.
3. The method of claim 2 wherein calculating the sales trend condition is further based on the real sales velocity for each of the products and a set sales velocity for each of the products.
4. The method of claim 1 wherein the sales trend status indicator represents how quickly each of the products is selling.
5. The method of claim 1 wherein the sales trend status indicator is one of a plurality of graphic images, each graphic image representing the sales trend condition.
6. The method of claim 1 wherein the sales trend condition is one of a set of system defined conditions.
7. The method of claim 6 wherein the set of system defined conditions comprises:
  - a first condition in which an offered quantity of a product will expire in a first time period that is less than 51 percent of a sale duration period;
  - a second condition in which the offered quantity of the product will expire during a second time period that is between 51 and 60 percent of the sale duration period;

a third condition in which the offered quantity of the product will expire during a third time period that is between 61 and 80 percent of the sale duration period;

a fourth condition in which the offered quantity of the product will expire during a fourth time period that is between 81 and 99 percent of the sale duration period;

a fifth condition in which the offered quantity is available;

a sixth condition in which the offered quantity has expired or the sale duration period has expired.

8. The method of claim 1 wherein the product data comprises at least a product name, a product description, a product photo, a start time, a sale time duration, and a total quantity.

9. The method of claim 1 wherein presenting the web page further comprises:

displaying at least a product name, a quantity available, a quantity remaining, a sale duration, a time remaining, and a product photo for each of the products.

10. The method of claim 1 wherein the calculating is based on a plurality of rules.

11. The method of claim 10 wherein the rules take into consideration a real sales velocity and a set sales velocity for each of the bargain countdown products.

12. The method of claim 11 wherein;

the real sales velocity is determined by dividing the number sold by the elapsed time since the sale started; and

the set sales velocity is determined by dividing the total available quantity by the sale duration.

13. A method comprising:

receiving product data for a plurality of products;

receiving a customer request to view available products;

presenting a web page displaying a predetermined portion of the product data for a plurality of available products and a sales trend status indicator for each of the available products.

14. The method of claim 13 wherein the sales trend status indicator represents how quickly each of the available products is selling.
15. The method of claim 14 wherein the sales trend status indicator is one of a plurality of graphic images, each graphic image representing one of a plurality of sales trend conditions.
16. The method of claim 13 wherein each of the sales trend conditions is one of a set of system defined conditions.
17. The method of claim 16 wherein the set of system defined conditions comprises:
  - a first condition in which an offered quantity of a product will expire with that is less than 51 percent of a sale duration period remaining;
  - a second condition in which the offered quantity of the product will expire with between 40 and 59 percent of the sale duration period remaining;
  - a third condition in which the offered quantity of the product will expire with between 20 and 39 percent of the sale duration period remaining; and
  - a fourth condition in which the offered quantity of the product will expire with between 1 and 19 percent of the sale duration period.
18. The method of claim 13 wherein the product data comprises at least a product name, a product description, a product photo, a start time, a sale duration, and a total quantity.
19. The method of claim 13 wherein the presenting further comprises:  
displaying at least a product name, a quantity available, a quantity remaining, a total time, a time remaining, and a product photo.
20. The method of claim 13 wherein the presenting further comprises;  
calculating a sales trend condition for each of the available bargain countdown products.
21. The method of claim 20 wherein the calculating is based on a plurality of rules.

22. The method of claim 21 wherein the rules take into consideration a real sales velocity and a set sales velocity for each of the available products.

23. A method comprising;  
presenting a plurality of available products;  
receiving a customer purchase request for a selected product of one of the products;  
updating a real sales velocity for the selected product responsive to receiving;  
updating a current quantity and an actual quantity based on at least one of the real sales velocity and a set sales velocity for the selected product;  
applying a plurality of rules regarding the selected product to determine a product status;  
receiving a request to view available products; and  
presenting product data for available products, including a predetermined portion of the product data, including the current quantity for the selected product and the product status for the selected product.

24. The method of claim 23 wherein:  
the real sales velocity is determined by dividing the number of sales of the selected product by the elapsed time since the sale of the selected product started; and  
the set sales velocity is determined by dividing the total available quantity of the selected product by the sale duration set for the selected product.

25. The method of claim 23 further comprising:  
decrementing the current quantity based on the set velocity; and  
decrementing the current quantity and the actual quantity based on the real velocity.

26. A system comprising:  
a computing device coupled to a wide area network;  
a server computer coupled to the wide area network having instructions stored thereon which when executed cause the server to perform operations comprising:  
receiving product data for a plurality of products;  
receiving sales data for each of the products;  
calculating a sales trend condition for each of the products based on a current time, the sales data for each of the products, and the product data for each of the products;

receiving a customer request to view the products, the customer request issued by a customer via the computing device; and

presenting a web page over the wide area network to the customer at the computing device, the web page including a predetermined portion of the product data and a sales trend indicator representing the sales trend condition for each of the products.

27. The system of claim 26 wherein calculating the sales trend condition is further based on a real sales velocity for each of the products and a set sales velocity for each of the products.

28. The method of claim 27 wherein;

the real sales velocity is determined by dividing a number sold by an elapsed time since a sale started; and

the set sales velocity is determined by dividing a total available quantity by a sale duration.

29. The method of claim 26 wherein the sales trend status indicator is one of a plurality of graphic images, each graphic image representing the sales trend condition.

30. The method of claim 26 wherein the sales trend condition is one of a set of system defined conditions comprising:

a first condition in which an offered quantity of a product will expire in a first time period that is less than 51 percent of a sale duration period;

a second condition in which the offered quantity of the product will expire during a second time period that is between 51 and 60 percent of the sale duration period;

a third condition in which the offered quantity of the product will expire during a third time period that is between 61 and 80 percent of the sale duration period;

a fourth condition in which the offered quantity of the product will expire during a fourth time period that is between 81 and 99 percent of the sale duration period.